



Idaho State Liquor Division  
P.O. Box 179001  
Boise, ID 83717-9001  
208-947-9400

**SEPTEMBER 2011 LISTING MEETING**

**To:** All Sales Representatives, Brokers and Suppliers

**Copy:** Jeff Anderson, Howard Wasserstein, Tom Legerski, Art Lee, Bob Meline, Cheryl Hurley-Peterson, Gwynna Jensen,

**From:** Kay Bennett

The Fall listing meeting is planned on Sept. 13<sup>th</sup> and 14<sup>th</sup> and will be held at the Springhill Suites Hotel, 424 E. Parkcenter Blvd. Boise Id. Phone: 208-342-1044 - Fax: 208-342-2763.

There is no limit to the brands/ concepts you can present, however in an effort to streamline this process, we will conduct a screening process for all brands you would like to present.

We ask that you submit a list of products with a brief description that you would like to present at the meeting to us by Sept. 1. We will review the list and respond on items that can be presented by Wednesday, Sept 7<sup>th</sup>.

For all **NEW PRODUCTS, SIZE OR PACKAGING EXTENSIONS** of existing products and **FLAVOR EXTENSIONS** of existing products, please send a *Standard Price Quote*, a *New Product Information Sheet* (copies of these two forms are attached) to Attn: Kay Bennett by **Thursday Sept. 1, 2011.**

We encourage 50 ml's to introduce a new product so please send the *Standard Price Quote* for each 50 ml being offered for consideration. This applies to 50 ml's being presented as INTRODUCTORY, NEW or REGULAR. Actual samples of sleeves, counter displays or store packs will be required for any 50 ml product being offered for consideration. Our policy on Introductory 50 ml's that are offered to support a new 750 ml product is a maximum 6 months introductory period and a maximum amount of inventory permitted to be brought in to ISLD. We also require that the Introductory 50 ml arrive at the same time as the 750 ml new product. If the 50 ml is not available at the time of the allocation of the larger size, the allocation will be postponed until the 50 ml arrives.

Please call Kay Bennett at 208-947-9460 to schedule a time beginning on Friday August 12, 2011. A presentation schedule will be emailed on Tuesday August 16<sup>th</sup>. ISLD reserves the right to arrange the final presentation schedule.

Please notify your Suppliers as quickly as possible, and as always, supplier participation is welcome and encouraged.

If you have questions please call me at 208-947-9460.

Kay Bennett